

JOHN N. WILLYS CUTS CAR PRICES

Substantial Reduction on All
Models of Overland and
Willys-Knight.

The Willys-Overland Company has announced drastic price reductions in all

models of the Overland and the Willys-Knight cars. These reductions make the new Willys-Knight prices the lowest at which any car equipped with the Willys-Knight motor has ever been sold. The Willys-Knight touring car, which sold earlier this year at \$1,395, is now \$1,225. The sedan is reduced \$145, to \$1,050; roadster from \$1,550 to \$1,335; coupe from \$1,725 to \$1,525.

The Overland touring and roadster, which sold earlier in the year at \$995, are reduced to \$825. The coupe, formerly \$850, is now \$785, and the sedan, formerly \$885, is now \$825. The new prices include many improvements.

John N. Willys is optimistic over business conditions and prospects. He said last night: "We are rapidly settling many of the fundamental problems which

have held business back over here, and conditions are improving daily. I cannot see anything but a period of increasing prosperity ahead. We are not worrying about coal. We are simply bending our energies toward getting ready for the big increase in business which we know is ahead of us."

"It is great news," said W. H. Masten, New York branch manager for Willys-Overland. "A record making production at the Willys-Overland factories has made possible a reduction in price of the entire line of Willys-Knight and Overland cars. The high standards of material and workmanship will be maintained—no let down in quality. In fact, we are going to get even better cars than we have been delivering."

"To those of us in the organization, this reduction in price is a source of great satisfaction. Not just because lower prices are helpful to the salesman but because it means that Willys-Overland has achieved a great objective. This year has seen the largest July and August in the sales records of the company. Already more cars have been built and shipped than the entire year's plans called for and the demand still continues unabated. The former prices were based on those original production plans which seemed ambitious at the start of the year. The increased production now makes possible the reductions which have just been announced. It is right in line with the Willys-Overland policy of passing along to the public all

possible savings that can be made in the production of the cars without in any way affecting their quality."

USED CAR NOTES

C. J. Brown who was formerly the used car manager of the Packard Motor Car Company of Brooklyn, is now taking care of the used car department of the Vander Motor Sales Corporation of 1505 Bedford Ave., Brooklyn. They are the Brooklyn agents for the Hupmobile.

H. W. Maher is now the used car manager of the Packard Motor Car Company of Brooklyn. Mr. Maher has worked his way up from the ranks. He was formerly managing the accessories department.



REO

Announcement of New Closed Cars

REO will exhibit for the first time at the Closed Car Show in Grand Central Palace, a new 5 passenger SEDAN and a new 4 passenger COUPE. The aristocratic elegance of these new types is distinctly individual. Do not fail to see them.

Reo Motor Car Company of N. Y., Inc.
Broadway at 54th Street, New York
Brooklyn: 1330 BEDFORD AVE. Newark: 520 BROAD ST.
New Rochelle: 402 MAIN ST.

Model "C"
SEDAN
\$1885
f. o. b. Lansing.

Model "C"
COUPE
\$1835
f. o. b. Lansing.




Cold Weather is Coming--Order Your Badger Top NOW

At the first sign of cold weather thousands of motorists will rush to get Badger Tops—and each will want immediate delivery. Get your order in early. Be prepared.

Badger Tops are built to endure. They do not rattle, squeak or work loose. They contain every worth-while feature found in any top—also certain exclusive features that make Badger Tops distinctively weather-tight and rattle-proof. These features are not found in any other top. Trim lines, beauty of design, elegant appointments, sturdy construction and light weight make the Badger Top the most popular all-season top in America. And yet the Badger Top is lower priced than any other good top.

Convince yourself. See your dealer. Let him demonstrate the superiority of Badger Tops. And place your order at once, either for immediate delivery or for some definite later date.

Wisconsin Top Company, Inc., Racine, Wis.

New York Distributors:
H. S. Evans, Inc., 1087 Atlantic Ave., Brooklyn, N. Y.
PHONE PROSPECT 1927. OPEN EVENINGS.

Badger TOPS

De Luxe All Season

Badger De Luxe
All Season Tops
Are Now Made For

Auburn Hupmobile
Buick Maxwell
Cadillac Nash
Case Oakland
Chandler Oldsmobile
Dodge Overland
Durant Paige
Gardner Reo
Haynes Studebaker
Hudson Yale
Willys-Knight

POWER To GIVE And RECEIVE SATISFACTION

Oldsmobile ECONOMY Truck

Cutting Larson Co., Inc.
109 West 64th Street
Phone
Columbus 9680

SCHEBLER

CARBURETOR CO., Inc.

58 West 65th St.
AT BROADWAY
Telephone Col. 6418—6419

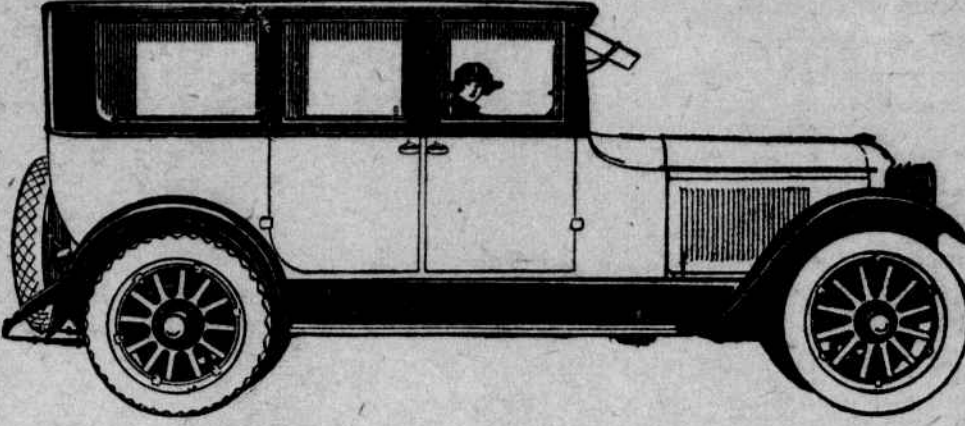
Special outfits for the following cars, ready to attach:

Ford	Buick Little Six
Studebaker Six	Stearns Light Four
Studebaker Four	Maxwell Model 23
Buick Big Six	Reo
Dodge	

Liberal allowances on old carburetors.

PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA



Performance That Befits Regal Beauty

Until the New Series Paige 6-66 seven passenger Sedan reached the market it was impossible to find a car of such genuine beauty and superb performance without spending at least \$2000 more than the price of this Paige model—\$3155, f. o. b. factory.

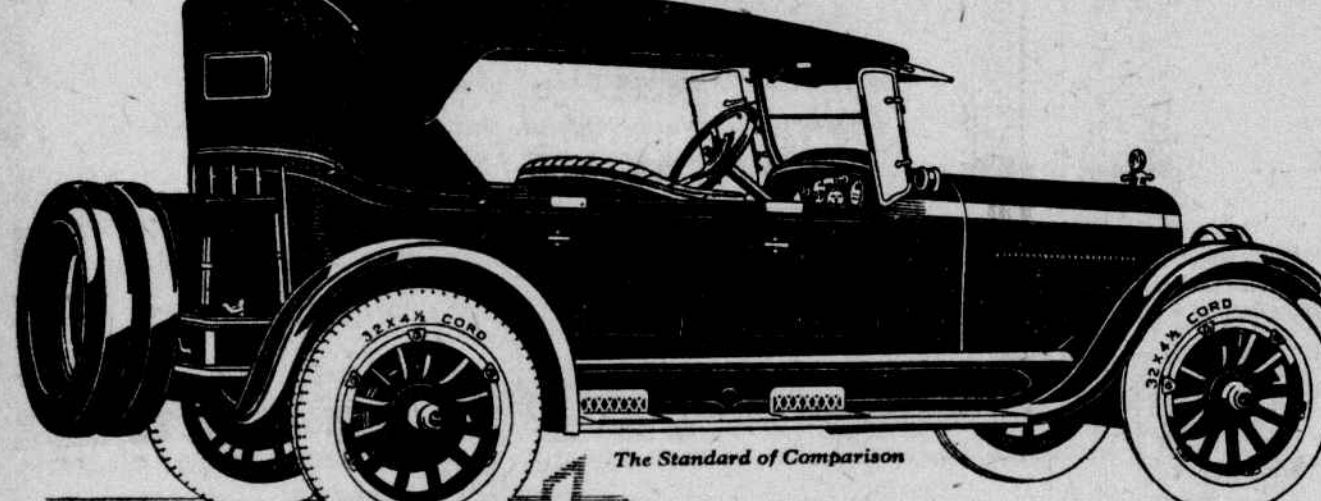
You can easily determine these facts for yourself by examining and riding in this magnificent specimen of the modern enclosed type. Then ask yourself in all fairness: Where can such aristocratic beauty, such luxury in fittings and appointments and such mechanical excellence be found at anywhere near the Paige price?

The assurance of superb performance—and this is vastly more important than beauty—is the New Series Paige 6-66 chassis. For here is the guarantee of just the qualities that befit such a car—giant power exerted without vibration, absolute flexibility that gives the driver easy and instant command over every traffic situation and dependability that guarantees freedom from care.

An appointment for a demonstration can be arranged by telephone.

Exhibited at Closed Car Show, Grand Central Palace.

Paige Detroit Co. of N.Y., Inc. Paige Brooklyn Corporation
Broadway at 56th St. 1275 Bedford Ave., Brooklyn
Circle 6370 Lafayette 6600



The Standard of Comparison

VALVE-IN-HEAD Buick

A Perfect Companion for Work or Play

The 1923 Six Cylinder Sport Touring—\$1675

Equally suited to the rigors of everyday business driving and to carefree outing tours and social motoring, the new six cylinder sport touring combines the well known Buick sturdiness and dependability with a snappiness and sparkling beauty that mark it as a distinctively smart motor car.

Rich, contrasting colors, set off with brightly polished nickel radiator and fittings heighten the sweeping lines of the long wheelbase and body. The roomy seats are upholstered in fine embossed leather, and every driving and riding comfort and facility are provided. Clock, speedometer, cigar lighter, gasoline and oil gauges, lighting and ignition switches and ammeter, long, nickel-plated gear shift lever, windshield wiper and rear vision mirror are among the convenient details that are standard equipment.

New rear spring suspension, and snubbers on the front springs have brought greater riding ease while the famous Buick Valve-in-Head engine has been so refined as to increase its traditional power and dependability.

Generator of New Design

All of the 1923 Buick models have this new Delco generator so designed that brushes and commutator are kept free from dust and excess lubrication, increasing their wearing qualities. The distributor is provided with a standard pressure lubrication fitting.

The Buick Line for 1923 Comprises Fourteen Models:

Four—2 Pass. Roadster, \$865; 5 Pass. Touring, \$885; 3 Pass. Coupe, \$1175; 5 Pass. Sedan, \$1395; 5 Pass. Touring Sedan, \$1325; Sixes—2 Pass. Roadster, \$1175; 5 Pass. Touring, \$1195; 5 Pass. Touring Sedan, \$1395; 5 Pass. Sedan, \$1385; 4 Pass. Coupe, \$1395; 7 Pass. Touring, \$1435; 7 Pass. Sedan, \$1595; Sport Roadster, \$1625; Sport Touring, \$1675. Prices f. o. b. Buick Factories. Ask about the G. M. A. C. Purchase Plan, which provides for Deferred Payments.



More distinction, luxury, power than you've ever seen for \$2,000

That describes, in ten words, the new Stephens 5-passenger Sedan now on display for the first time in this city. A new body type, mounted on the standard Stephens Six chassis, this new Sedan has all the distinguished character and quality for which Stephens coach work is noted.

Individuality is expressed in every line and contour. It is built and finished in the Stephens factories of the same high-grade materials and by the same hand methods that custom bodybuilders use.

The frames, for instance, are cut to form from straight-grained maple, kiln dried for six weeks after three years' seasoning in our Freeport yards. All joints are dovetailed, screwed and glued. Body panels are hand fashioned from sheet steel and drawn to exact contacts with their frames. Seams are welded. Doors are individually fitted. Twenty-seven painting operations give the Sedan its lustrous and enduring finish. Seats are agreeably broad and low, built on Marshall spirals and upholstered in thick-piled brown broadcloth.

Motor and chassis are Stephens-built to the same high standards. Timken axles, Fedders radiators, Gemmer steering gears, full alloy springs indicate the character of the chassis. Flexible and responsive, Stephens power allows acceleration from a standing start to fifty miles in twenty seconds.

Stop in and see this remarkable new 5-passenger Sedan today. Our allotment is limited: closed car days are near.

Touring Car, (4 pass.) . . . \$1595	Touring Car, Special . . . \$1675	Roadster, Special . . . \$1625
Touring Car, Special . . . 1645	Sedan (5 pass.) . . . 2000	Brougham (4 pass.) . . . 2450
Touring Car, (6 pass.) . . . 1625	Roadster (2 pass.) . . . 1575	Sedan, Special (7 pass.) . . . 2350

All prices f. o. b. Freeport, Illinois

STEPHENS MOTOR CAR COMPANY, Inc., Moline and Freeport, Illinois

STEPHENS MOTOR CARS

STEPHENS NEW YORK MOTOR CAR COMPANY
Salesroom—1853 Broadway. Tel. Columbus 1771
Service Station—123 W. 64th St. Tel. Columbus 7153.

KLINGER BROS., 1275 Jerome Ave., Bronx STEPHENS MOTOR SALES CORPORATION
596 Main Street, New Rochelle 1399-1401 Bedford Ave., Brooklyn

MOORE BROTHERS PALACE MOTOR SALES CO. PEOPLES AUTO CO.
47 3/4 Third Ave., Mount Vernon Hartford, Conn. New Haven, Conn.

John McDowell & Son, Ellenville, N. Y.

"Our latest models of the closed cars will be shown at Grand Central Palace Sept. 23-30."

When better automobiles are built, Buick will build them